

# AtilQ Hardwares



## FILTERS

market	India
region	All
division	All

## Customer

## Net sales Performance

Customer	2019	2020	2021	21 vs 20
Amazon	\$4.6M	\$9.8M	\$23.0M	234.89%
Atliq e Store	\$1.6M	\$3.5M	\$8.7M	249.11%
AtliQ Exclusive	\$3.4M	\$4.7M	\$18.4M	392.62%
Croma	\$1.7M	\$2.5M	\$7.5M	305.11%
Ebay	\$1.7M	\$3.6M	\$8.5M	235.86%
Electricalslytical	\$1.6M	\$2.0M	\$8.4M	431.14%
Electricalsociety	\$1.8M	\$2.3M	\$9.4M	415.09%
Expression	\$1.5M	\$2.2M	\$8.8M	391.25%
Ezone	\$1.5M	\$2.0M	\$7.9M	391.62%
Flipkart	\$1.9M	\$4.3M	\$9.9M	231.82%
Girias	\$1.5M	\$2.1M	\$8.7M	419.29%
Lotus	\$1.5M	\$2.1M	\$8.1M	382.61%
Propel	\$1.6M	\$2.2M	\$9.1M	413.72%
Reliance Digital	\$1.6M	\$2.2M	\$8.5M	387.19%
Vijay Sales	\$1.7M	\$2.1M	\$8.5M	397.78%
Viveks	\$1.6M	\$2.2M	\$7.8M	348.10%
<b>Grand Total</b>	<b>\$30.8M</b>	<b>\$49.8M</b>	<b>\$161.3M</b>	<b>324.02%</b>

# AtilQ Hardwares



## FILTERS

region	All
division	All

## Market

### Performance vs target

Country	2019	21 vs 20	2020	2021	2021 - target	2021 - target %
Australia	\$3.9M	196.22%	\$10.7M	\$21.0M	-\$2.2M	-10.5%
Austria		2401.31%	\$0.1M	\$2.8M	-\$0.3M	-11.7%
Bangladesh	\$0.5M	307.70%	\$2.3M	\$7.0M	-\$0.7M	-10.3%
Canada	\$4.8M	288.06%	\$12.2M	\$35.1M	-\$5.1M	-14.5%
China	\$1.4M	421.98%	\$5.4M	\$22.9M	-\$2.1M	-9.0%
France	\$4.0M	347.23%	\$7.5M	\$25.9M	-\$2.2M	-8.4%
Germany	\$2.6M	256.22%	\$4.7M	\$12.0M	-\$1.5M	-12.7%
India	\$30.8M	324.02%	\$49.8M	\$161.3M	-\$9.6M	-5.9%
Indonesia	\$2.5M	296.69%	\$6.2M	\$18.4M	-\$2.4M	-12.9%
Italy	\$2.9M	262.53%	\$4.5M	\$11.7M	-\$1.0M	-9.0%
Japan		421.11%	\$1.9M	\$7.9M	-\$0.3M	-4.1%
Netherlands	\$0.2M	237.91%	\$3.4M	\$8.0M	-\$0.7M	-8.2%
Newzealand		574.29%	\$2.0M	\$11.4M	-\$1.4M	-12.3%
Norway		551.83%	\$2.5M	\$13.7M	-\$1.4M	-10.5%
Pakistan	\$0.6M	120.51%	\$4.7M	\$5.7M	-\$0.5M	-9.3%
Philippines	\$5.7M	238.36%	\$13.4M	\$31.9M	-\$2.5M	-7.8%
Poland	\$0.4M	185.81%	\$2.8M	\$5.2M	-\$0.9M	-18.1%
Portugal	\$0.7M	329.81%	\$3.6M	\$11.8M	-\$0.5M	-4.3%
South Korea	\$12.8M	283.31%	\$17.3M	\$49.0M	-\$4.4M	-8.9%
Spain		711.42%	\$1.8M	\$12.6M	-\$1.8M	-14.1%
Sweden	\$0.1M	781.92%	\$0.2M	\$1.8M	-\$0.2M	-11.1%
United Kingdom	\$2.0M	422.73%	\$8.1M	\$34.2M	-\$3.0M	-8.7%
USA	\$11.5M	274.99%	\$31.9M	\$87.8M	-\$10.2M	-11.7%
<b>Grand Total</b>	<b>\$87.5M</b>	<b>304.48%</b>	<b>\$196.7M</b>	<b>\$598.9M</b>	<b>-\$54.9M</b>	<b>-9.2%</b>

# AtilQ Hardwares



## FILTERS

region	All
division	All
customer_code	All

Top  
10 products

Country	2020	2021	21 vs 20
AQ Mx NB	\$0.0M	\$1.4M	5723.52%
AQ Smash 2	\$0.4M	\$11.2M	2589.49%
AQ LION x3	\$0.1M	\$1.2M	1792.25%
AQ LION x2	\$0.1M	\$0.9M	1768.87%
AQ LION x1	\$0.0M	\$0.8M	1719.49%
AQ Home Allin1	\$0.7M	\$5.2M	768.99%
AQ Electron 4 3600 Desktop Processor	\$3.0M	\$19.4M	641.26%
AQ Pen Drive DRC	\$0.6M	\$3.8M	587.66%
AQ GT 21	\$0.8M	\$4.4M	561.14%
AQ Zion Saga	\$0.7M	\$3.6M	528.55%

# AtilQ Hardwares



## FILTERS

region	All
customer_code	All

Top  
10 products

Country	2020	2021	21 vs 20
N & S	\$51.4M	\$94.7M	184.38%
P & A	\$105.2M	\$338.4M	321.53%
PC	\$40.1M	\$165.8M	413.70%

AtilQ Hardwares



FILTERS

region	All
customer	All
division	All

Product	Sum of Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M

Top  
5 products

FILTERS

customer	All
region	All
division	All

Row Labels	Sum of Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K

Bottom  
5 products



## FILTERS

## New Products 2021

region	All
customer_code	All

Country	2021	21 vs 20
AQ Wi Power Dx3	\$17.2M	
AQ Qwerty	\$22.0M	
AQ MB Lito	\$2.8M	
AQ Electron 3 3600 Desktop Processor	\$14.2M	
AQ Trigger	\$20.7M	
AQ Gen Y	\$19.5M	
AQ Maxima Ms	\$13.7M	
AQ GEN Z	\$11.7M	
AQ MB Lito 2	\$2.3M	
AQ HOME Allin1 Gen 2	\$3.5M	
AQ Qwerty Ms	\$15.4M	
AQ Lumina Ms	\$4.2M	
AQ Trigger Ms	\$17.9M	
AQ Marquee P3	\$4.9M	
AQ Clx3	\$4.4M	
AQ Marquee P4	\$1.7M	



FILTERS

region	All
customer_code	All

Country	2021
Canada	\$35.1M
India	\$161.3M
South Korea	\$49.0M
United Kingdom	\$34.2M
USA	\$87.8M

Top 5 countries sales

# AtilQ Hardwares



## FILTERS

division All  
region All  
market All  
customer All

## P & L

### By fiscal year

Note: 21 vs 20 is not part of Pivot table

All values in USD

Values	Fiscal year			
	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M	598.9M	204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross margin	36.2M	73.3M	218.2M	197.6%
GM %	41.43%	37.28%	36.43%	-2.3%





FILTERS		P & L By fiscal year	All values in USD	Note: Do not modify the pivot table
division	All			
region	All			
market	All			
customer	All			
FY	2019			

Values	Quarters				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Grand Total
	Q1	Q2	Q3	Q4									
	Sep	Oct	Nov	Dec									
NetSales	6.5M	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8M	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross margin	2.6M	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

division	All	
region	All	
market	All	P & L
customer	All	By fiscal year
FY	2020	All values in USD

Values	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS	10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross margin	6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %	37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

division	All		
region	All		
market	All	P & L	
customer	All	By fiscal year	
FY	2021		All values in USD

Values	Quarters												Grand Total
	Q1			Q2			Q3			Q4			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	44.8M	54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.4M	34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross margin	16.4M	19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.65%	36.52%	36.29%	36.26%	36.68%	36.53%	36.37%	36.33%	36.63%	36.45%	36.37%	36.26%	36.43%

Net Sales														
Comparison														
21 vs 20	162.06%	164.68%	159.10%	161.05%	161.40%	162.49%	1981.59%	461.21%	347.02%	178.64%	173.93%	160.31%	204.48%	
20 vs 19	164.63%	156.58%	167.27%	161.45%	162.75%	162.02%	-67.07%	22.73%	53.05%	140.65%	148.00%	162.03%	124.8%	